



It's not easy being green...

If you were following the news when Metro government passed the city budget this year you may have heard that Brightside received deep budget cuts from Metro Council. Many have asked how that will affect our programs.

Metro government is Brightside's largest donor but not our only funding source. Due to excellent financial oversight from the Brightside board and hard work from the staff, we implemented temporary measures that have allowed us to keep the positive momentum going in spite of the cuts. These short term fixes bought us a little time but are not sustainable. So we are asking for your help to make sure Brightside continues not only to survive but to thrive.

We need to enhance the nonprofit side of our operation, rallying you, our donors in the private sector, to increase your support. Your donation will fund beautiful public spaces, more trees and less litter. We will also reach out to people who have never given because they assumed we receive all our funding from taxes. Perhaps more people would give if they realize that less than 20% of our budget comes from tax dollars.

While we work towards strengthening our ability to generate revenue, enabling us to be self-sustaining, we will still need committed partners. So our collaboration with city government will continue to be important to our success as well.

Since starting the program in 1986, Mayor Abramson has always invested funds in Brightside because a clean city is a safe city and because a beautiful city promotes economic development. Brightside's unique ability to take a very small government contribution and leverage that investment to bring in private support has saved taxpayers hundreds of thousands of dollars. Last year Brightside mobilized more than 22,000 volunteers to remove litter from our sidewalks, streets and green spaces. Without Brightside the litter might have just remained there leading to further neighborhood blight or possibly your tax dollars would have been spent to send a city waste crew to collect it.

For nearly 25 years Brightside has been the model public/private partnership. If you believe in the Brightside mission, and you want to be a part of our success we are asking for your help in two ways:

1. Make a donation. Your tax deductible contribution is needed now more than ever.
2. Contact us and find out more about how you can get involved. There are simple but important ways you can show your support and contribute to a greener city.

With the support of all of our partners, Brightside will be keeping our community clean and green for another 25 years.

Cynthia Knapik
Executive Director

Mike Hext
Brightside Board President, 2009-2010



Brightside By the Numbers July 2008 – June 2009

All of Brightside's programs — like flower plantings, youth education and cleanups — are funded entirely by sponsors and individuals just like you. Thank you for sharing in Brightside's success!

- 45,504** number of trash bags distributed to litter cleanup volunteers.
- 45,000** number of daffodil bulbs planted at new site at I-64 and the Watterson Expressway and our replenished site in Spaghetti Junction.
- 22,752** volunteers sponsored through Community-Wide Cleanups and year-round litter cleanup initiatives.
- 2,924** number of third graders who received Brightside's week-long Eco-Drama program.
- 700** litter cleanups sponsored throughout the Louisville area.
- 466** number of students, grades 4-12, who participated in Brightside's Environmental Youth Summit.
- 140** number of trees planted.
- 100%** percentage of Brightside programs offered to the community free of charge.
- 100** number of flowerpots placed in the downtown area, thanks to a partnership with Louisville Downtown Management District and Brightside's Green Tie Bash presented by the Young Professionals Association of Louisville and Louisville Urban League Young Professionals.
- 36** tons of trash removed from Louisville's sidewalks, streets and green spaces by volunteers participating in Brightside's Community-Wide Cleanups.
- 35** number of "BrightSites" or Brightside beautification areas maintained throughout Louisville neighborhoods and along our interstates.
- 24** number of Brightside NatureScape Grants awarded to area neighborhood associations, schools, places of worship and non-profits for beautification projects and community gardens.
- 8** number of Brightside staff members.



Return Service Requested

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Brightside
(502) 574-2613
www.BrightsideInc.org

Community-Wide Cleanup



“When I helped create Brightside 23 years ago, it was with the desire to beautify the city and foster community pride. Today, Brightside is a shining example of civic engagement. Last spring, we had more than 6,000 volunteers from every corner of our community participate in the Brightside/UPS Community-Wide Cleanup. Together, they removed 11 tons of trash from Louisville’s sidewalks, streets and green spaces, continuing in a rich tradition that makes Louisville a great place to call home.”

~ Jerry E.Abramson
Mayor of Louisville

Interstate Wildflowers



“Brightside’s interstate wildflowers–planted in partnership with Gallopalooza–create a welcome mat every summer, letting people know that Louisville is a beautiful city and that civic pride is an important part of who we are.”

~ Matt Thornton,
President & CEO, Thorntons
Gallopalooza Board Chair

Environmental Youth Summit



“We are honored to host Brightside’s Environmental Youth Summit. Sustainability and environmental issues have never been more important to us in education.”

~ Dr. James Ramsey, President
University of Louisville

Keeping Louisville clean and beautiful

Brightside is leading the city in civic engagement. Over the past year, we mobilized and sponsored more than 22,752 volunteers through our cleanup programs alone.

Most people are familiar with our large Community-Wide Cleanup program, but did you know that Brightside sponsors continuous cleanups throughout the year? During the past year, Brightside donors sponsored 700 cleanups through programs such as Neighborhood “Blitz” and District Cleanups, school cleanups, and Adopt-a-Mile program and more. These events were organized by groups such as neighborhood associations, businesses, schools, civic groups, places of worship, Metro Council members, youth organizations and ordinary citizens wishing to make a difference in our community.

Month(s)	Program	Brightside Sponsored Cleanups	Volunteers
July 2008 - June 2009	Neighborhood “Blitz” and District Cleanups	92	3,686
July 2008 - June 2009	Adopt-A-Mile	24	144
September 2008 - May 2009	Adopt-A-Block, Eco-Drama School Cleanups	94	5,848
October 2009	Community-Wide Cleanup	232 teams	6,043
March 2009	Community-Wide Cleanup	265 teams	6,223
April 2009	Pre-Derby Cleanup	1	687
June 2009	Green Tie Bash Cleanup	1	121
Totals		700	22,752

Brightside’s successful cleanup programs are another great example of donor dollars in action. Our donors and sponsors contribute on average \$5 per Community-Wide Cleanup volunteer and approximately \$1 per neighborhood cleanup volunteer. Our anti-litter initiatives are sponsored in part by the Kentucky PRIDE Fund, UPS Foundation, PNC Bank, Louisville Metro Solid Waste Management and individuals just like you.

Get involved. Register your group for the March 27, 2010 Community-Wide Cleanup, organize a neighborhood cleanup or make a tax deductible donation today. For more information, visit www.BrightsideInc.org or call (502) 574-2613.



UPS volunteers, joined by Mayor Abramson, Congressman Yarmuth and Terry Meiners, at the Brightside supply pick-up

Thank You Cleanup Volunteers!

Thanks to the nearly 6,000 volunteers who joined us on Saturday, November 7, for the Brightside/UPS Community-Wide Cleanup. Together, we are making a difference in Louisville!

Mark Your Calendar
Brightside’s Spring Community-Wide Cleanup
March 27, 2010

For more information, visit www.brightsideinc.org or call MetroCall 311 (574-5000)

Brightside Wants to Hear from YOU!

The current economic situation is forcing Brightside to re-evaluate all of the programs we deliver. We value your opinion. Let us know how important the following Brightside programs are to the community by circling the response that represents your opinion:

Roadside Beautification	very important	somewhat important	not too important	not at all important
Youth Education	very important	somewhat important	not too important	not at all important
Neighborhood Beautification (NatureScape Grants)	very important	somewhat important	not too important	not at all important
Litter Cleanups	very important	somewhat important	not too important	not at all important
How likely are you to make a tax deductible contribution to Brightside in 2010?	very likely	somewhat likely	not too likely	not at all likely
How likely are you to volunteer for Brightside in 2010?	very likely	somewhat likely	not too likely	not at all likely

Email Communications - In an effort to conserve costs and preserve the environment, Brightside would like to offer future communications, such as annual reports and newsletters, via email. Would you like to receive Brightside annual reports and newsletters via email? (circle): YES NO

If yes, please print the following:

Name: _____
Organization (if any): _____
Email Address: _____

Additional Comments/ Suggestions:

Please return your survey in the enclosed business reply envelope. If you would like to help Brightside save money on postage, attach your own first class stamp.

Thanks for helping Brightside keep Louisville clean, green and beautiful.

Special Thanks to Our Program Sponsors



Donors...

Brightside. Donor-funded and volunteer-driven for a more beautiful Louisville. Make a tax deductible contribution today.

In 2008 - 2009, Brightside's volunteers contributed more than \$550,000 of in-kind litter cleanup services through Neighborhood Bliz Cleanups and Community-Wide Cleanups.*

\$20,000 +
AT&T
Brown-Forman Corporation
Korfhage Landscape & Design
Metropolitan Sewer District
TARC
UPS Foundation
Waste Management of Kentucky

\$19,999 - \$10,000
Citi Cards Louisville
Coca-Cola Enterprises, Inc.
CSX Transportation
Wallitsch Garden Center
Yum! Brands, Inc.

\$9,999 - \$1,000
AEGON
American Life and Accident Insurance Co.
American Synthetic Rubber Company
B-Dry Systems, Inc.
Mr. and Mrs. Edward S. Bonnie
Business First of Louisville, Inc.
Chick-fil-A
Corradino Group
Creative Alliance
Hands on Louisville, Inc.
Heine Brothers' Coffee, Inc.
HSBC
Industrial Services of America
Jewish Community Federation of Louisville, Inc.
Johnson Controls
KAIRE
KISS 98.9FM
Landscapes Louisville
Louisville Photographic Booth Co.
Louisville Urban League Young Professionals
Montyis Plant Food Co.
Norton Healthcare
Novelis Corporation
Parallel 38
PNC Bank
Republic Bank
Rohm and Haas Ky, Inc.
Rumpke Consolidated Companies
Sandman Design Group, Inc.
University of Louisville
University of Louisville, Center for Environmental Education
White Castle
Mr. and Mrs. Jonathan Wolff
Young Professionals Association of Louisville

\$999 - \$500
All-Star Waste Disposal
Bandy, Carroll, Hellige Advertising
Bridgestone Firestone North American Tire, LLC
Centerplate
John Clay & Charlotte Stites
E.ON U.S.
Wyatt L. Gragg
John Conti Coffee Company
Kentuckiana Specialty Caterers
John Korfhage

Makeris Mark
Cindy Mason
Meijer
Mildred V. Horn Foundation
Karen A. Mullen
O'Neil Arnold Photography
Rainbow Blossom Natural Food Markets
Raque Food Systems, LLC
Regalo, LLC
Rudd Equipment Company
Martin F. Schmidt & Kate Moninger
Jeneen Wiche

\$499 - \$150
21C Museum Hotel
Amazing Products, Inc.
Anonymous
George Bailey and Porter Watkins
Bosse and Mattingly Constructors
Mr. and Mrs. Bradley L. Broecker
Mr. and Ms. Gordon B. Davidson
DJ Reggie Regg
Dominic E. Ehrler
Mr. and Mrs. Mike Ehrler
Robert J. Ehrler
Mr. and Mrs. Bruce L. Ferguson
Patricia M. Finley
Gordon Ford
GE Foundation
Mr. and Mrs. Robert L. Hallenberg
Elizabeth W. Hardwick
Lettie Heer
Frances Starks Heyburn
Highlands-Douglass Neighborhood Association
Major and Mrs. Frank B. Hower Jr.
Vivian S. Jacoby
Jim Beam
Mary Johnson
Deborah A. Levine
Louisville Baseball Club
McCafferty and Company Advertising
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Melissa Mershon
Mr. and Mrs. David K. Mills
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Motionpics
Dr. Lafayette Owen
Charles Palmer-Ball
Dr. and Mrs. Joseph C. Parker Jr.
Peerless Electronic Equipment Company
Fred Pipkin
Mr. and Mrs. John H. Pollock
James C. Powell
Kathleen A. Pramik
Proof on Main
Radio Communications Systems
Joseph T. Roman
Ellen B. Shelby
Mr. and Mrs. James C. Shircliff
Mary Hellen Smith
St. Andrew Academy
Mary Clay Stites

Thomas Temple
The Bank of New York Mellon
The Maclean Foundation, Inc
Caroline R. Westfall

\$149 - \$50
Tom A. Aberli
Anonymous
Dr. and Mrs. Joe Franklin Arterberry
Mr. and Mrs. Robert C. Ayotte
Mr. and Mrs. Hudson Lee Bailey
John A. Balchunas
Arthur N. Becvar
Paul Bickel Jr.
Helen S. Booth
L. Kaye Bowles-Durnell
Anonymous
Mary Bratton
Betty Ann Broecker
Virginia C. Brown
Gloria L. Burgard
William Hoke Camp Jr.
Karen M. Campbell
Captains Quarters
Caudill Seed and Warehouse Company, Inc.
Augustus D. Church
City of Plantation
Dan Clift
Clifton Arms Apartments
Mr. and Mrs. Stewart Cobb
Comprehensive Consulting
Mr. and Mrs. Wade F. Connick
Crescent Hill Garden Club
Mr. and Mrs. Frank M. Croket
Walter Crowther
Mr. and Mrs. Gary W. Daniel
Rudolph D. Davidson
EcoSteward by Creation Gardens
Deckel & Moneypenny Exhibits
Doris Edlin
Mark David J. Evans
Fairleigh Pet Center
Feeders Supply
Mr. and Mrs. M. Gregg Fowler
Mr. and Mrs. Gordon R. Garner
Jim Gibson
Mr. and Mrs. Sheldon G. Gilman
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Goose Creek Diner
Greenhaven Tree Care
GRW Engineers, Inc.
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David Hale
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Hawthorne Pointe Condo Homeowners Association
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Lynn Huffman
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Immediate Response Spill Technologies LLC
Jeff Harvey Sales
Johnson-Moran LLC
Mr. and Mrs. Alun Jones
Mary Anne Kahler
J. Douglas Kannapell
Dr. Virginia Keeney

Kentucky Lottery
Dr. and Mrs. Robert E. Kirkman
Joan Kmetz
Cynthia and Mark Knapke
Ken Kolbrook
Dr. and Mrs. Brian Kritchman
Mr. and Mrs. Robert E. Kulp Jr.
Helen Landau
Judith Ann Landis
Mr. and Mrs. Calvin A. Lang
Bill Lattis Jr.
Louisville Science Center
Louisville Zoo
Dr. Nancy C. Martin
Dr. and Mrs. Edward N. Maxwell
Carrie McCollough
Arlyn J. Metcalfe
Monkey Wrench Restaurant
Municipal Equipment, Inc.
Dr. and Mrs. Wilton W. Murphy
New Beginnings
Monica Orr
Mary Ann Palmer
Mr. and Mrs. Dan Parker
Personal Training
Nancy Peterson
Phoenix Hill Association
Roy A. Potts
PPG (Porter Paint)
Mary Lea Quick
Regalo
Mr. and Mrs. Abraham H. Rolnick
D. A. Sachs III
Louise Schulman
Laura Shaffer Hand
Louise Shawkat
Dr. and Mrs. Robb R. Shrader
Marty R. Snyder
Wallace and Connie Spalding III
Larry R. Spitzer
Springdale Woods
Springview Neighborhood Association
St. Frances of Rome Catholic Church
Priscilla J. Steedly
Douglas D. Stegner
Steven Stern and Ingrid Osswald
Louis R. Straub II
Vincent P. Tanamachi
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Eloise W. Terry
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Patricia M. Varga
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WAKO Electronics (USA) Inc.
Faye Weinberg
Welenken Himmelfarb & Co. CPA
Robert W. Wendler
Alan K. Whitworth
Whole Foods
William B. Tabler Company, Inc.
Juliette Norton Willis
Major General William P. Winkler
Mr. and Mrs. David Wit
Morrice H. Young Jr.
Mr. and Mrs. G. Phillip Young

July 1, 2008 - June 30, 2009

If we have omitted or misspelled your name in error, please accept our apologies.

*Based on living wage of \$12.50 per hour

Photo Credits: Special thanks to O'Neil Arnold and John Korfhage for generously contributing photos of Brightside's interstate daffodils and wildflowers.

Brightside's 2009 - 2010 Calendar of Events

- 2009
- September Eco-Drama launch, 2009 - 2010 school year
- October 13 Environmental Youth Summit
- November 7 Brightside / UPS Community-Wide Cleanup
- November 20 Gallopaloosa Auction. Proceeds benefit beautification programs in partnership with Brightside

- 2010
- March 5 Brightside's Green Tie Bash with YPAL and LULYP
- March 27 Community-Wide Cleanup/ Commonwealth Cleanup Week
- March 31 NatureScape Grant Deadline. Community garden component sponsored by YUM! Brands
- April 21 Brightside / PNC Pre-Derby Cleanup
- April 22 Earth Day, 40th Anniversary

To view a complete calendar of events or register for Brightside's eNews, visit www.BrightsideInc.org. Dates are subject to change and should be confirmed.

Brightside Board of Directors 2008 - 2009

Mike Hext, President <i>Waste Management of Kentucky</i>	Mary Ann Palmer <i>Attorney</i>
Michael Francesconi, Vice President <i>UPS Airlines</i>	Dan Parker <i>Immediate Response Spill Technologies, LLC</i>
Daniel Clift, Treasurer <i>William S. Wetterer & Co., PSC</i>	Roy Potts <i>Coca-Cola Enterprises Inc.</i>
Barry Barker <i>TARC</i>	Kathy Pramik <i>Brown-Forman Corporation</i>
Cary Cassell <i>Kentucky Transportation Cabinet</i>	Mary Lea Quick <i>Thoroughbred Research Group</i>
Doris Edlin <i>Community volunteer</i>	Herbert J. "Bud" Schardein, Jr., <i>Metropolitan Sewer District</i>
Robert J. Ehrler <i>E.ON U.S.</i>	Amy Sherwood <i>YUM! Brands, Inc.</i>
Bryan Glover <i>CSX</i>	Marty Snyder <i>Pro-Liquitech International</i>
Mike Guinan <i>White Castle KY</i>	Louis R. Straub II <i>CHASE</i>
Ellen Jones <i>AT&T</i>	Anthony Urbaites <i>Aurum Consulting Group</i>
John Korfhage <i>Korfhage Landscape and Designs</i>	Margaret Wendler <i>Republic Bank</i>
John McCafferty <i>McCafferty and Company Advertising</i>	Jeneen Wiche <i>Radio garden personality</i>
	David Wit, Immediate Past President <i>Arcon Hospitality</i>



Community Beautification



"Whenever I meet with convention planners who are considering bringing their business to Louisville, one of the first things they compliment us on is our beautiful, clean city. The impact that Brightside programs have on tourism cannot be overlooked. As a community we are fortunate that so many people support Brightside initiatives."

~ Jim Wood, President,
Louisville Convention and Visitor Bureau

Volunteer Program



"Volunteering for Brightside is a great way to help the environment. By keeping Louisville clean and green, I know I am making a difference in our community.."

~ Darlene Dean, Brightside volunteer

Eco-Drama



"Yesterday I got some trash out of the street and practiced beautification. I thought it was the funnest week of science ever!"

~ Will, Age 8, Eco-Drama Participant

Brightside Staff

Cynthia S. Knappek,
Executive Director

Lisa Gunterman
Programs Director

Diana Alvey,
Development Assistant

Steve Johnson
Landscape Worker

Mary Byrne
Volunteer Coordinator

Matt Nally
Landscape Manager

Julie Shinton Fried
Education Manager

Catherine Thomas Delpont
Development Director

Volunteer Opportunities. Get Involved!

The momentum to keep Louisville clean, green and beautiful is growing, and so are Brightside's volunteer opportunities. We hope you and members of your organization will consider assisting Brightside with one (or more!) of these valuable programs:

Education: Help reignite our preschool program by teaching the youngest Louisvillians what it means to be clean and green. Volunteers will also have the opportunity to assist with our Environmental Youth Summit and summer camp programs.

Beautification: Show off your green thumb. Join us one Saturday each month to beautify a public space. Volunteers will receive help and supervision from Brightside staff.

Special events: Brightside holds special events throughout the year and is always looking for dependable volunteers to help with needs such as set-up and registration. Apply today because the fall events will be here in no time.

Public Speaking: Represent Brightside at local events, fair and meetings. Share our mission, educate residents about our programs and recruit volunteers.

Office Support: If you're more of the behind-the-scenes type, consider becoming an office volunteer. Office volunteers will meet the second and fourth Tuesday of each month to help our staff with projects.

Litter Cleanups: Don't forget that Brightside sponsors year-round Neighborhood Cleanups. Organize a team and receive free bags and gloves. With proper notice Brightside will also coordinate your litter pick-up with our partners at Metro Solid Waste. And if you want to make a difference in other neighborhoods, check the calendar of upcoming cleanups online and join groups from throughout Louisville.

For more information or a volunteer application, visit www.brightsideinc.org

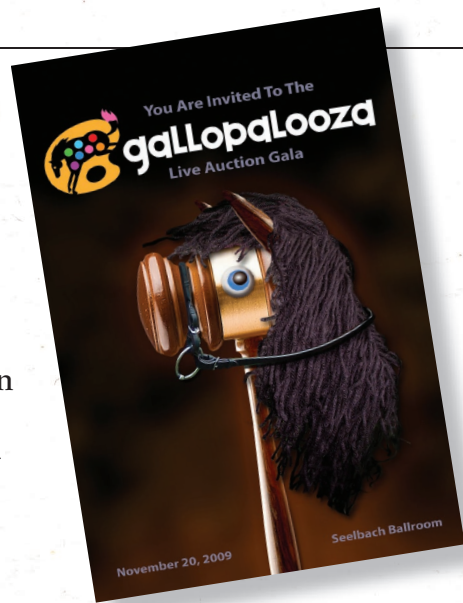
Gallopalooza Auction

Friday, November 20

The Seelbach Hilton
Tickets \$50 - \$100
VIP Box for 6 - \$750

Proceeds from horses auctioned will benefit beautification projects in partnership with Brightside. Special thanks to Thorntons, Gallopalooza presenting sponsor; Kindred and Virginia L. Speed, auction sponsors.

For more information or to volunteer, visit www.gallopalooza.com



Environmental Education for Tomorrow's Leaders

Brightside's Environmental Youth Summit, held in the spring and fall of each year, is a day-long, interactive workshop for students in grades 4-12. Students from throughout Jefferson County join together and rally around a state education initiative called Kentucky's Green & Healthy Schools Program. This interactive program challenges students to investigate environmental issues and promote individual responsibility for the earth and their school. Students engage in hands-on environmental activities in eight key areas: energy, green spaces, transportation, resource management, hazardous chemicals, indoor air quality, storm water and climate change.



Youth Summit participant uses an energy bike to determine the amount of energy needed to power an incandescent light bulb versus a compact florescent light bulb.

Youth Summit empowers students to examine their personal choices and address ways in which they can make small changes in their daily living that will result in improved health and environmental impact in Louisville. Participants develop the leadership skills and strategies necessary to implement environmental stewardship principals in their schools, such as reducing litter, decreasing energy use, recycling and improving the environment.

Special thanks to Brightside donors for making this program available to students free of charge. Planning for Brightside's Environmental Youth Summit is a collaborative effort between Brightside, University of Louisville's Center for Environmental Education and JCPS Center for Environmental Education.

Report-A-Litterer - Call MetroCall 311

The next time you are traveling throughout Louisville and someone tosses trash or a cigarette butt out the window, don't just get angry, Report-A-Litterer. Call MetroCall 311 or (502) 574-5000 and report the license plate number and other details of the vehicle. Louisville Metro Solid Waste will send a letter to the owner of the vehicle, stating that it is against the law to litter and if an police officer witnessed the act, the litterer could have been fined up to \$500 or 12 months in jail. Thanks for all you do to keep Louisville clean, green and beautiful.

